

NEW ZEALAND
**WINE
CENTRE**



HAWKE'S BAY

November 2008

**“THE MOST EXCITING AND INVIGORATING WINE EXPERIENCE OF YOUR
LIFE”**

Take off on a wine-tasting adventure with Big Picture Wine, Hawke's Bay - a virtual wine tour of the region, its wines, winemakers and wineries.

Visitors to Big Picture Wine are moved through to a beautifully constructed, purpose built theatre via an aroma room, here they are able to experience the individual smells associated with red or white wines. In the theatre, each wine in the flight of six is presented on screen by the vineyard owner or winemaker, giving you an insight into the flavours and aromas behind their wines.

Angela and Chris Barons, of The County Hotel, have opened two cinemas with accompanying aroma rooms – one of each for white and red wine. The size and scale of this operation positions it as a world's first.

As Angela explains, “If we are to showcase the regions’ wines, and provide an effective and centrally located cellar door, we need to present visitors with a range of wines which are truly representative of what the region has to offer.”

Big Picture Wine is conveniently located at the New Zealand Wine Centre Hawke’s Bay within one of Napier’s most iconic heritage buildings, the AMP at 1 Shakespeare Road, just across the road from the County Hotel.

At just \$29 for an aroma room experience, film and flight of six wines, Big Picture Wine is an activity that can be enjoyed equally, and regularly, by locals and visitors alike. As Angela concludes, “We are anticipating that we will have numbers of groups booking to enjoy a ‘flight or two’ of wine as a prelude to an evening out. The feedback we have had to date is that locals see it as a fantastic way to really show off ‘the Bay’ to visiting friends and family”.

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